




ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	System and method for delivering targeted advertisements using multiple presentation streams																																																																																																						
<p>Application Number: 09/750800 </p> <p>Confirmation Number: 8297</p> <p>First Named Applicant: John Schlack</p> <p>Attorney Docket Number: T721-20</p> <p>Art Unit: 2614</p> <p>Examiner: John Manning</p> <p>Search string: (5446919 or 5534911 or 5621728 or 5650994 or 5724091 or 5752160 or 5761601 or 5774170 or 5966120 or 5990927 or 6002394 or 6009410 or 60020883 or 6029045 or 6253238 or 6263501 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6718551 or 6724974 or 6738978 or 20020026645 or 20020104083 or 20020129374 or 20030200128),pn.</p> <p>US Patent Documents</p> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>MH</td><td>1</td><td>5446919</td><td>1995-08-01</td><td>WILKINS</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5534911</td><td>1996-07-09</td><td>LEVITAN</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5621728</td><td>1997-04-01</td><td>LIGHTFOOT</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>5650994</td><td>1997-07-01</td><td>DALEY</td><td></td><td></td><td></td></tr><tr><td></td><td>5</td><td>5724091</td><td>1998-03-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td></td><td>6</td><td>5752160</td><td>1998-05-01</td><td>DUNN</td><td></td><td></td><td></td></tr><tr><td></td><td>7</td><td>5761601</td><td>1998-06-01</td><td>NEMIROFSKY</td><td></td><td></td><td></td></tr><tr><td></td><td>8</td><td>5774170</td><td>1998-06-01</td><td>HITE</td><td></td><td></td><td></td></tr><tr><td></td><td>9</td><td>5966120</td><td>1999-10-01</td><td>ARAZI</td><td></td><td></td><td></td></tr><tr><td></td><td>10</td><td>5990927</td><td>1999-11-01</td><td>HENDRICKS</td><td></td><td></td><td></td></tr><tr><td>V</td><td>11</td><td>6002394</td><td>1999-12-01</td><td>SCHEIN</td><td></td><td></td><td></td></tr></tbody></table>								init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass	MH	1	5446919	1995-08-01	WILKINS					2	5534911	1996-07-09	LEVITAN					3	5621728	1997-04-01	LIGHTFOOT					4	5650994	1997-07-01	DALEY					5	5724091	1998-03-01	FREEMAN					6	5752160	1998-05-01	DUNN					7	5761601	1998-06-01	NEMIROFSKY					8	5774170	1998-06-01	HITE					9	5966120	1999-10-01	ARAZI					10	5990927	1999-11-01	HENDRICKS				V	11	6002394	1999-12-01	SCHEIN			
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass																																																																																																
MH	1	5446919	1995-08-01	WILKINS																																																																																																			
	2	5534911	1996-07-09	LEVITAN																																																																																																			
	3	5621728	1997-04-01	LIGHTFOOT																																																																																																			
	4	5650994	1997-07-01	DALEY																																																																																																			
	5	5724091	1998-03-01	FREEMAN																																																																																																			
	6	5752160	1998-05-01	DUNN																																																																																																			
	7	5761601	1998-06-01	NEMIROFSKY																																																																																																			
	8	5774170	1998-06-01	HITE																																																																																																			
	9	5966120	1999-10-01	ARAZI																																																																																																			
	10	5990927	1999-11-01	HENDRICKS																																																																																																			
V	11	6002394	1999-12-01	SCHEIN																																																																																																			

/Michael Hoye/ 01/22/2007



MH	12	6009410	1999-12-01	LEMOLE
	13	60020883	2000-02-01	HERZ
	14	6029045	2000-02-01	PICCO
	15	6253238	2001-06-01	LAUDER
	16	6263501	2001-07-01	SCHEIN
	17	6418122	2002-07-01	SCHOENBLUM
	18	6425131	2002-07-01	CRANDALL
	19	6434747	2002-08-01	KHOO
	20	6446082	2002-09-01	ARITA
	21	6459427	2002-10-01	MAO
	22	6463585	2002-10-01	HENDRICKS
	23	6487721	2002-11-01	SAFADI
	24	6516002	2003-02-01	HUANG
	25	6615039	2003-09-01	ELDERING
	26	6631523	2003-10-01	MATTHEWS
	27	6675385	2004-01-01	WANG
	28	6718551	2004-04-01	SWIX
	29	6724974	2004-04-01	NARUTO
✓	30	6738978	2004-05-01	HENDRICKS

US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
MH	1	20020026645	2002-02-12	SON			
	2	20020104083	2002-08-12	HENDRICKS			
	3	20020129374	2002-09-12	FREEMAN			
✓	4	20030200128	2003-10-12	DOHERTY			

Signature

Examiner Name	Date
/Michael Hoyer/	01/22/2007



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO		08/16/04	Complete if Known		
			Application Number	09/750,800	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)			Filing Date	19 JAN 2001	
			First Named Inventor	SCHLACK	
			Art Unit	2614	
			Examiner Name	MANNING, JOHN	
Sheet	1	of	1	Attorney Docket Number	T721-20

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ * Number ⁴ * Kind Code ⁵ (if known)				
MH	BD	WO9827723	06-25-1998	YUEN		
MH	BE	WO9966719	12-23-1999	ZIGMOND		

Examiner Signature	/Michael Hoye/	Date Considered	01/22/2007
-----------------------	----------------	--------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.